

For making ready for mailing a message intended for an addressee, presentation instructions valid for that message, for determining a form of presentation of the message to the addressee are selected. A file of content-determining instructions of the message and of the presentation instructions is transferred to a peripheral device for making the message ready for mailing. The message is subsequently made ready for mailing in accordance with the file of content-determining instructions and the presentation instructions. Selecting the presentation instructions occurs by selecting a single, priorly stored file of presentation instructions which contains instructions concerning the design of the document itself and concerning the processing of the document. A data structure for carrying out the proposed method is also described.

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